



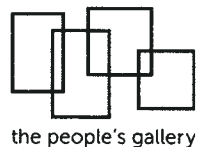
CULTURAL ARTS DIVISION

City of Austin Economic Development Department

The Cultural Arts Division (CAD) supports the economic development, community development, and revitalization of the City by strengthening and promoting arts, culture, and creative industries for purposes of attraction and retention of businesses, preserving quality of life for its residents, and cultivating tourism.

CAPITAL INVESTMENT & CULTURAL PLANNING

- The **Art in Public Places Program** (AIPP) commissions artworks, ranging from murals and sculptures to functional architectural elements, for new and remodeled public spaces to generate community dialogue. By City ordinance, 2% of all capital improvement project budgets are allocated to commission or purchase public art for that site.
- The **CreateAustin Cultural Master Plan** is a set of action-based strategies to be implemented by 2017, in partnership with the community, to sustain the city as a magnet for arts, culture, and creativity. These strategies are also integrated into the Imagine Austin comprehensive plan.
- The **Civic Arts** program conducts economic impact studies, reports, research projects, and long-range planning initiatives such as mixed-use regeneration projects and creative space development.



CREATIVE INDUSTRY DEVELOPMENT

- The **Take it to the Next Level** program provides professional development opportunities to build the business capacity of the creative sector and highlights current discussions from the field.
- **Creative Industries Development** assistance is provided to filmmakers, gaming companies, and other for-profit creative industry professionals.
- The **Core Cultural Funding Programs** offer organizational and project support to local 501c3 arts and culture organizations, as well as sponsored individual artists and organizations.
- The **Cultural Expansion Program** provides funding to strengthen the marketing and audience development capacity of arts organizations serving primarily minority or traditionally underserved audiences.
- The **Community Initiatives** program offers funding to support the marketing, production, and presentation of public performances and exhibitions by nonprofit arts and culture organizations, as well as sponsored individual artists and organizations.

PUBLIC PROGRAMS & OUTREACH

- The **People's Gallery** showcases the work of Austin-area visual artists in a year-long exhibition at City Hall.
- **Faces of Austin** is an annual short film program featuring works by Austin-area filmmakers. The films can be seen on Channel 6, online, and at special screenings throughout the year.
- **Austin's New Year** (ANY) is an annual free event on Auditorium Shores where Austin families can come together to welcome in the New Year and enjoy Austin's diverse creative community through art, films, and music.
- The **City of Austin Public Service Employee Memorial** honors civil and non-civil employees who lost their lives in the line of duty.
- Bi-monthly Cultural Arts Division newsletters, a quarterly CreateAustin newsletter, and other **e-mail communications** keep the community informed of CAD activities and arts & culture news.

The Cultural Arts Division functions as Austin's local arts agency with a purpose of strengthening the role of the arts in economic development, tourism, community development, and revitalization.

The City of Austin serves the creative community working in all art forms and disciplines, and encourages neighborhood-based activities that promote art, imagination, and creativity to enhance the role of the arts as part of the daily fabric of community living.

Functions of the Cultural Arts Division include

- organizational, creative industries, and professional artist development and training
- arts marketing and cultural tourism
- arts integration with city planning and built environment
- cultural planning and community development
- arts and cultural programming

*An investment in the arts is
an investment in Austin's future.*



The City of Austin Cultural Arts Division is a division of the Economic Development Department.